



Kennedy-Western University

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— Omid Bolori, Systems Support Specialist, Kennedy-Western University



Kennedy-Western increases enrollments by providing a dynamic, interactive online experience with WebEx Sales Center.



INDUSTRY

Education

WEBEX APPLICATIONS

WebEx Sales Center

SUMMARY

Kennedy-Western leveraged WebEx Sales Center to move its enrollment process from static phone conversations to interactive demonstrations of the online university experience. Now the school can dynamically demonstrate degree tracks, student libraries, and its powerful e-learning solution with prospective students all over the country.

ABOUT KENNEDY-WESTERN UNIVERSITY

Line of Business

Distance learning educational institute

Headquarters

Cheyenne, Wyoming

WebEx Customer Since 2005

Since 1984, Kennedy-Western University (KWU) has afforded busy professionals with a convenient and flexible method for earning Bachelor's, Master's, and Doctorate level degrees. By leveraging the power of the Internet, Kennedy-Western has refined the academic process and opened up countless opportunities to adult learners. The school has a geographically diverse student population, the majority of which are working professionals seeking post-secondary degrees.

Dedicated to the vision of using technology to continually improve the enrollment experience of its students, in 2005 the University began to look closely at web conferencing solutions. Web conferencing would allow Kennedy-Western's Admission Counselors to engage prospective students in a live online presentation environment, enabling them to dynamically review application results, course materials, and demonstrate the school's e-learning solution in an interactive and tangible way.

The Solution

With this vision in mind, Omid Bolori, Systems Support Specialist, began to look at a number of web conferencing options, and finally selected WebEx Sales Center as the right tool for the job. Unlike other providers, WebEx provided faster and easier access via its browser-based interface—critical for prospects located around the country using multiple platforms and varying connection speeds. The

University was also anxious to align itself with WebEx because it considers WebEx to be the leader in the web conferencing industry. "We feel we benefit from working with technology leaders," Bolori says, "and WebEx is a partner we're proud to work with."

The University's WebEx Sales Center solution began with the establishment of a terminal server that hosts a special demonstration website featuring course catalogs, demo presentations based on specific degree programs, course descriptions, and the KWU student libraries. Counselors are able to dynamically click through to the information most relevant to the prospective student during the WebEx Sales Center session. This enables the student to actively see and feel what it's like to interface with their course materials online, and understand how to use the University's e-learning solution, Blackboard. Counselors demonstrate common activities such as how to take a test online, how to communicate with the instructor, and how to request tutoring or additional help. Counselors can even use the WebEx Sales Center interface to give a prospective student an overview of a particular major or degree program. According to Bolori, "WebEx Sales Center creates a highly informative experience that really helps the student understand the breadth and depth of the University's offering and how robust our programs are."



The University tracks every lead assigned to each counselor in its CRM system. When a specific appointment with a prospect is set up, the system generates a Web Card that's emailed to the prospect, providing the specific meeting time, instructions for logging in to the session, and a link to the WebEx URL. "This allows us to stay responsive to the schedules and needs of our prospective students," says Bolori. "We're able to take them into WebEx Sales Center seamlessly and give them our very best presentation anytime they talk to us."

Bolori has also maximized adoption of KWU's WebEx solution by developing targeted training materials that help Counselors rapidly utilize all its powerful features. The results have been positive. "Using WebEx provides our counselors with such an obvious advantage over our old enrollment process, even our least technically savvy Counselor used it with no problem and loved it. When I heard that, I knew WebEx was the right solution."

The Results

According to Bolori, "We feel our WebEx installation paid for itself in the first few months of deployment, and that productivity is increasing overall because WebEx Sales Center has made our entire process so efficient."

Feedback from the Counselors has also been overwhelmingly positive. They enjoy having a visual tool and feel their prospects are getting a quality demonstration of the online university experience. "WebEx Sales Center enables us to demonstrate an intangible asset with tangible, experiential content," Bolori says.

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The Future

Kennedy-Western is exploring using the record feature in WebEx Sales Center for training and quality assurance purposes, and is just about to start using the Silent Join feature to better optimize and support the enrollment process. Until then, he is thrilled with the product: "WebEx is adding value all around."

HIGHLIGHTS

- WebEx Sales Center provided a dynamic and interactive web meeting that allowed Counselors to deliver tangible content that enabled prospects to see and feel what the online experience was all about.
- The solution returned its initial investment costs within a few months of deployment. Overall productivity has increased.